



# City of San Antonio

## Legislation Details (With Text)

**File #:** 21-3556

**Type:** Staff Briefing - Without Ordinance

**In control:** Audit and Accountability Committee

**On agenda:** 5/18/2021

**Title:** On-Call Advertising & Marketing Services for the San Antonio Airport System [Jeff Coyle, Assistant City Manager; Jesus Saenz, Director, Aviation]

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
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**CITY OF SAN ANTONIO  
AVIATION DEPARTMENT  
Interdepartmental Correspondence**

**TO:** Erik Walsh, City Manager

**FROM:** Jesus H. Saenz, Jr., IAP, Director of Airports, Aviation Department

**COPIES:** Audit and Accountability Committee; Ben Gorzell, Jr., CPA, Chief Financial Officer; Jeff Coyle, Assistant City Manager; Kevin Barthold, City Auditor; Troy Elliott, CPA, Deputy Chief Financial Officer

**SUBJECT:** Consideration of High-Profile Solicitation for Release

**DATE:** May 18, 2021

The following high-profile solicitation is scheduled to be released this month.

**Advertising and Marketing Services for San Antonio Airport System (Aviation)** - The City of San Antonio is soliciting proposals from advertising and marketing firms to provide on-call services to promote the San Antonio Airport System. Programs supported by the advertising, marketing, web hosting, and public relations consultant under the contract will include, but are not limited to, the City’s Air Service Incentive Program and the Concessions Marketing Program

Department: Aviation  
 Solicitation Type: Request for Proposals  
 Contract Value: \$6 Million

Term of Contract: 3 years with 2, 1-year renewal options  
Release Date: May 21, 2021  
Closing Date: July 7, 2021  
Proposed Council Date: November 4, 2021  
Contact Information: Jesus H. Saenz, Jr., IAP, Director, Aviation Department  
Evaluation Criteria: Experience, Background, Qualifications: 35 points  
Proposed Plan: 25 points  
Price: 15 points  
SBE Prime Contract Program: 5 points  
M/WBE Prime Contract Program: 5 points  
Local Preference Program: 10 points  
Veteran Owned Small Business Preference Program: 5 points  
SBEDA Requirement: 15% M/WBE Subcontracting Requirement  
Voting Members: Jeff Coyle, Assistant City Manager, City Manager's Office  
Jesus H. Saenz, Jr., IAP, Director, Aviation Department  
Brian Pratte, Chief Air Service Development Officer, Aviation Department  
Jenna Saucedo-Herrera, President & CEO, San Antonio Economic Development Foundation  
Yonnie Blanchette, Executive Director of Operations, Carver Development Board  
Frances Schultschik, Retired, San Antonio Convention & Visitors Bureau